



15 Years of Lifting Innovation

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Since Combilift was established in 1998 it has achieved unparalleled growth and success on a global scale in the materials handling sector. The concept of a truck that could change the direction of its wheels to move forwards, backwards and side to side at just the touch of a button changed the face of materials handling if not almost overnight then at an unmatched pace in the industry: over 18,000 units have since been sold to more than 75 countries. What was once seen as a niche solution for a few select applications is now an industry standard for the safe and space saving handling of long and bulky loads in a wide number of sectors such as the timber, metals, plastics and

manufacturing industries to name but a few.

So what is the secret behind Combilift's success? MD Martin McVicar cites substantial investment in R&D, customisation and the willingness to listen to customer feedback as major factors. "The latter has been pivotal for new product development. As there is no one typical set of requirements for individual applications our production line was configured at the outset to offer a very high degree of customisation. We also use standard and readily available components so that our products can be easily maintained and serviced wherever in the world they are being used."

Rolling out new products

For operations that need sideloaders for long run applications such as in port environments for example, Combilift's new 4-wheeled two directional sideloader, fitted with pneumatic tyres, offers considerable benefits over other machines on the market. Optimum performance is guaranteed by a single hydrostatic drive motor coupled with a JCB differential axle as used on the rear of its 3CX backhoe model. This proven axle ensures reliable long distance travel at top speeds, eliminating any concern of overheating. As always, driver comfort and safety was a priority in the design stages and the new ergonomic cab features easy entry and exit and enhanced visibility.

The new C4000E is packed with features to ensure efficient, smooth and quiet operation and improved driver comfort. This multidirectional model features full AC electric drive on the front right and rear wheel for increased traction and very exact directional travel even with extremely heavy loads. With solid rubber tyres on the two front wheels and a rear rubber super elastic tyre, the C4000E is equally at home in the warehouse as well as on challenging surfaces in and around the yard. Combilift has also developed other new electric models such as the Combi-STE stand-on truck.





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1998



Martin McVicar and Robert Moffett establish Combilift Ltd and launch the world's first engine powered, all wheel drive multi-directional forklift - the Combilift

The first C4000 Combilift, sold to Monaghan based builder's provider JG Kelly Supplies, is still in operation today



The Combilift fills a niche in the market for a versatile forklift for the safe and space saving handling of long loads in confined spaces



2001



Combilift is awarded the title of DHL Exporter of the Year and Martin McVicar is named Ernst and Young Entrepreneur of the Year



2003

A new site is acquired in Monaghan town and construction of the new global HQ, manufacturing facility and R&D centre begins. 9% of turnover is invested in R&D every year



2004

New GT and SL models



2005

The UK's 500th truck is delivered to leading timber and panels supplier James Latham



The C series is awarded the UK Fork Lift Truck Association Design Achievement Award.



2009

With exports to 50 countries, Combilift is named Overall Irish Exporter of the Year



The 10,000th Combilift is delivered to Weyerhaeuser, the world's leading manufacturer of engineered timber products.



The Combi-CB wins the UK FLTA Award for Innovation

2008

Ten year anniversary and launch of the counterbalance design 4-way Combi-CB model



Debut of the Combi-CB display team, whose "dance" is now a popular fixture at trade fairs and events



2006

Irish Employment and Enterprise Minister Micheal Martin TD opens Combilift's new premises, 400 guests from around the world attend



Combilift USA is established in Greensboro, NC



2010

Launch of the largest 4-way forklift on the market - the giant 25t capacity C25000 and the Straddle Carrier for handling oversized, heavy loads and containers



Visitors attending the launch stayed longer than expected in Monaghan due to the eruption of the Icelandic Eyjafjallajokull volcano



Aisle-Master articulated forklifts become part of the Combilift portfolio, with a dedicated production line at the factory



2011

Launch of the Combi-RT



2012

Combilift is named the Best Overall Exporter to Germany in the Irish Exporter to Germany Awards, organised by Enterprise Ireland and the German-Irish Chamber of Industry and Commerce.



2013

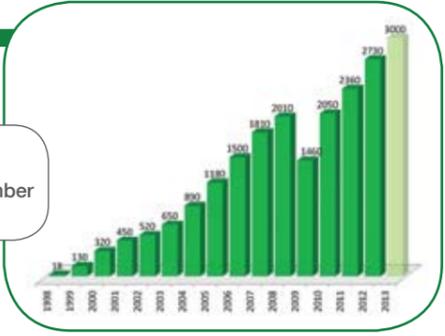
There are now over 18,000 units in operation in 75 countries around the world. 2012 has eclipsed sales figures for every preceding year



Combilift is named one of Ireland's 'Best Managed' companies



A doubling of turnover is planned in the next five years. The projected number of units for 2013 is 3,000



The Combi-RT wins the FLTA Innovation Award and the Combi-CB scoops the winner of winners prize, deemed to have made "the most outstanding contribution to the industry since the awards began"





Cold store model is a winner!



Aisle-Master has won the Innovation category at this year's UK FLTA's Awards for Excellence for its new cold store model, beating off six other shortlisted nominees in a hotly contested category to take this prestigious award.

The requirements of cold store operations are exacting: the costs per ft² are high, optimum driver comfort needs to be ensured, and the low temperatures can be unforgiving on equipment. Collaboration with major names in the cold store and temperature controlled warehousing industry enabled Aisle-Master to develop a truck which specifically addresses these issues whilst at the same time improving productivity.

The fully enclosed heated cab keeps drivers warm throughout the entire shift, avoiding the need for regular breaks, and heated windows eliminate the build up of condensation when driving between different temperatures. The powerful 930 amp batteries counteract any possible draining of power even during prolonged operation and low energy LED work lights also come as standard.



The FLTA summed up this innovative product as follows: "When space comes at a premium, flexible solutions are needed. Combining the capabilities of a narrow aisle fork lift with the protection offered by a fully enclosed cold store cab, the articulated Aisle Master cold store model ensures maximum efficiency – even at minus thirty degrees."

Robert Moffett accepted the Archie award from Jon Cooper of category sponsor BNP Paribas. He comments: "The fact that we won this award on a public vote is testimony to the high regard with which Aisle-Master products are held within the forklift industry. We very much appreciate this recognition and would like to thank everyone who voted for us."

Growing Business

A combination of a new warehouse and a 20SHE electric powered Aisle-Master has enabled British Seed Houses (BSH) to accommodate its growing volume of products and speed up the handling of bags of seed at the company's HQ in Lincolnshire. Part of the largest independent family owned seed company in the UK, BSH supplies seeds and fertilisers to the agricultural, amenity and domestic markets across the UK, Ireland and Europe.

"Relatively fast ground travel speed was crucial for us and we found the Aisle-Master to be superior in this compared to other articulated brands we had looked at," says Operations Manager Matt Stevens. BSH's Aisle-Master now ensures rapid transfer of 700kg bags of seed between the three warehouses (with a total of 80,000 ft²) on the extensive 10 acre site. Versatile indoor and outdoor capability also means that bad weather or uneven ground conditions are no impediment to 12 hour operation.

"A further concern we had after previous experiences with other trucks was mast stability," says Matt. "But drivers find the Aisle-Master extremely smooth and stable to operate even when quickly lifting and lowering bags from the top beam height of 7.2m." At the busiest times of year, typically in the spring, BSH needs to pull out all the stops to ensure customer orders are fulfilled, and the Aisle-Master's robust build, easy maintenance and therefore minimum risk of downtime makes it a reliable asset.

